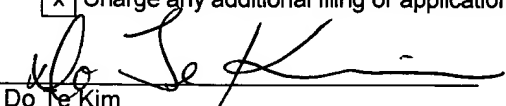
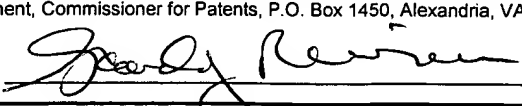




12-22-05

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AMENDMENT TRANSMITTAL LETTER				Docket No. 291508006US1	
Application No. 09/702,004-Conf. #7812		Filing Date October 30, 2000		Examiner D. Lastra	
Art Unit 3622					
Applicant(s): Schipunov et al.					
Invention: TARGETING ELECTRONIC ADVERTISING PLACEMENT IN ACCORDANCE WITH AN ANALYSIS OF USER INCLINATION AND AFFINITY					
TO THE COMMISSIONER FOR PATENTS					
Transmitted herewith is an amendment in the above-identified application.					
The fee has been calculated and is transmitted as shown below.					
CLAIMS AS AMENDED					
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
Total Claims	45	- 57 =	0	x	
Independent Claims	11	- 14 =	0	x	
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					
Other fee (please specify):					
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:					0.00
<input checked="" type="checkbox"/> Large Entity <input type="checkbox"/> Small Entity					
<input checked="" type="checkbox"/> No additional fee is required for this amendment.					
<input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of \$ _____. A duplicate copy of this sheet is enclosed.					
<input type="checkbox"/> A check in the amount of \$ _____ to cover the filing fee is enclosed.					
<input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.					
<input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. <u>50-0665</u> as described below. A duplicate copy of this sheet is enclosed.					
<input checked="" type="checkbox"/> Credit any overpayment.					
<input checked="" type="checkbox"/> Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.					
 Do Te Kim Attorney Reg. No.: 46,231				Dated: <u>December 21, 2005</u>	
PERKINS COIE LLP P.O. Box 1247 Seattle, Washington 98111-1247 (206) 359-8000					
I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EV784679120US, in an envelope addressed to: MS Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.					
Dated: December 21, 2005		Signature:  (Sandy Reisman)			



Express Mail No. EV784679120US
Docket No.: 291508006US1
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Vladimir V. Schipunov et al.

Application No.: 09/702,004 Conf. No.: 7812

Filed: October 30, 2000 Art Unit: 3622

For: TARGETING ELECTRONIC ADVERTISING
PLACEMENT IN ACCORDANCE WITH AN
ANALYSIS OF USER INCLINATION AND
AFFINITY Examiner: D. Lastra

RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

The present communication responds to the Office Action dated September 21, 2005 in the above-identified U.S. patent application. Please amend the application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 14 of this paper.